

**ORDER**

FIRST COAST NEWS



A GANNETT COMPANY

**Orders**  
**Order / Rev:** 691797 - 2  
**Alt Order #:** 6188484  
**Product Desc:** SENATE RACE  
**Estimate:** 488  
**Flight Dates:** 09/04/12 - 09/10/12  
**Original Date / Rev:** 09/04/12 / 09/04/12  
**Order Type:** Political

**Primary AE:** Jim Quinn  
**Sales Office:** T-PHI  
**Sales Region:** NAT

**WTLV-TV**

**Agency**  
**Name:** Abar Hutton Media/ POL  
**Buying Contact:**  
**Billing Contact:**  
 6190 Grovedale Court Suite 200  
 Alexandria, VA 22310

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Nelson, B/ D / US Senate  
**Demographic:** A35+  
**Product Codes:** PL-US Senate  
**Priority:** P-3  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/10/12	30	\$10,310.00	\$8,763.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	30	\$10,310.00	\$8,763.50	0.00
<b>Totals</b>	<b>30</b>	<b>\$10,310.00</b>	<b>\$8,763.50</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
WTLV-TV	30%	\$10,310.00
Market	100%	\$34,366.67

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
WAWS	9%	\$3,093.00
WCWJ	1%	\$343.67
WJXT	28%	\$9,622.67
WJXX	7%	\$2,405.67
WTEV	25%	\$8,591.67

mg 15

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WTLV	09/04/12	09/10/12	M-F 6-7a M-F 6-7am	CM	6a-7a (6:00 AM-6:30 AM)	MT-T---	:30	3	\$400.00	P-3	0.00	NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
		Week: 09/04/12	09/10/12	MT-T---			3			\$400.00		0.00			
E 2	WTLV	09/04/12	09/10/12	M-F 6-7a M-F 6-7am	CM	6a-7a (6:30 AM-7:00 AM)	MTWTF--	:30	5	\$425.00	P-3	0.00	NM	5	\$2,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
		Week: 09/04/12	09/10/12	MTWTF--			5			\$425.00		0.00			
E 3	WTLV	09/04/12	09/06/12	Today Show M-F 7-9am	CM	7a-9a (7:00 AM-8:00 AM)	-TWT---	:30	3	\$375.00	P-3	0.00	NM	3	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-TWT---			3			\$375.00		0.00			



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 Product Desc: SENATE RACE  
 Estimate: 488

WTLV-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 4	WTLV	09/04/12	09/10/12	Today Show M-F 7-9am	CM	7a-9a (8:00 AM-9:00 AM)	MT--F--	:30	3	\$450.00	P-3	0.00	NM	0	\$0.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/04/12 09/10/12 MT--F-- 3 \$450.00 0.00															
<u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u> 1 WTLV 09/04/12-09/10/12 Today Show 7a-9a (8:00 AM-9:00 AM) MT--F-- :30 (\$450.00) 0.00 NM Credited [cxd]															
2 WTLV 09/04/12-09/10/12 Today Show 7a-9a (8:00 AM-9:00 AM) MT--F-- :30 (\$450.00) 0.00 NM Credited [cxd]															
3 WTLV 09/04/12-09/10/12 Today Show 7a-9a (8:00 AM-9:00 AM) MT--F-- :30 (\$450.00) 0.00 NM Credited [cxd]															
E 5	WTLV	09/04/12	09/07/12	Today Show II M-F 9-10am	CM	9a-10a	-T--F--	:30	2	\$185.00	P-3	0.00	NM	2	\$370.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/03/12 09/09/12 -T--F-- 2 \$185.00 0.00															
E 6	WTLV	09/07/12	09/07/12	M-F 10-11a Today Show 3	CM	M-F 10a-11a	----F--	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/03/12 09/09/12 ----F-- 1 \$150.00 0.00															
E 7	WTLV	09/06/12	09/10/12	M-F 12-1230p FCN Noon News	CM	M-F 12p-12:30p	M--T---	:30	2	\$60.00	P-3	0.00	NM	2	\$120.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/06/12 09/12/12 M--T--- 2 \$60.00 0.00															
E 8	WTLV	09/07/12	09/07/12	M-F 1230-1p Extra	CM	M-F 1230p-1257p	----F--	:30	1	\$75.00	P-3	0.00	NM	1	\$75.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/03/12 09/09/12 ----F-- 1 \$75.00 0.00															
E 9	WTLV	09/04/12	09/06/12	M-F 530-6p M-F 5:30-6pm	CM	M-F 5:30p-6p	-T-T---	:30	2	\$275.00	P-3	0.00	NM	2	\$550.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/03/12 09/09/12 -T-T--- 2 \$275.00 0.00															
E 10	WTLV	09/06/12	09/06/12	M-F 6-630p M-F 6-630pm	CM	M-F 6p-6:30p	---T---	:30	1	\$450.00	P-3	0.00	NM	1	\$450.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/03/12 09/09/12 ---T--- 1 \$450.00 0.00															
E 11	WTLV	09/05/12	09/10/12	M-F 6-630p M-F 6-630pm	CM	M-F 6p-6:30p	M-W----	:30	2	\$160.00	P-3	0.00	NM	2	\$320.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/05/12 09/11/12 M-W---- 2 \$160.00 0.00															
E 12	WTLV	09/05/12	09/05/12	M-F 7-730p Wheel of Fortune	CM	M-F 7p-7:30p	--W----	:30	1	\$450.00	P-3	0.00	NM	1	\$450.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/03/12 09/09/12 --W---- 1 \$450.00 0.00															
E 13	WTLV	09/04/12	09/10/12	M-F 730-8p Jeopardy	CM	M-F 7:30p-8p	MT-T---	:30	3	\$525.00	P-3	0.00	NM	3	\$1,575.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/04/12 09/10/12 MT-T--- 3 \$525.00 0.00															
E 14	WTLV	09/07/12	09/10/12	Tonight Show Tonight Show	CM	1135p-1237a	M---F--	:30	3	\$400.00	P-3	0.00	NM	3	\$1,200.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/07/12 09/13/12 M---F-- 3 \$400.00 0.00															
N 15	WTLV	09/06/12	09/07/12	NBC Nightly News M-F 630-7pm	CM	M-F 630p-7p	---TF--	:30	1	\$600.00	P-3	0.00	NM	1	\$600.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/03/12 09/09/12 ---TF-- 1 \$600.00 0.00															
													Totals	30	\$10,310.00